

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

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VOL. III.

NEW YORK, AUGUST 20, 1890.

No. 8.

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## Everybody says

that advertising business has been dull during the six months ending June 30th, 1890, and observation inclines us to believe that "everybody" is correct in this opinion.

## Notwithstanding

this, our business for the last six months has been larger than for any six months since we began business, and this too without any particularly large orders to swell the amount.



## There's food

for thought in this condition of things. The *reason* for it is of interest to advertisers as well as ourselves.

N. W. AYER & SON,

NEWSPAPER ADVERTISING AGENTS,

Times Building.

PHILADELPHIA.

# THE LADIES' HOME JOURNAL

Has one peculiar feature, viz: its pure tone, its chaste character, and its wholesome moral sentiments. It is quite surprising in this day of light reading and pernicious prints, that a journal of the solidity that this paper possesses, should gain a wonderful popularity in such a brief space of time. It shows, however, that the American people are not wholly incapable of appreciating a sincere effort or a good result. The lesson to publishers and editors, especially that class who imagine that they are compelled to publish vicious trash in order to find a market, is apparent.

## The Ladies' Home Journal

has nearly a half a million subscribers—who know that an untrustworthy advertisement can not obtain admission to its columns. Their confidence is such that many of them will read and answer advertisements found only in the LADIES' HOME JOURNAL.

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CURTIS PUBLISHING CO.,

PHILADELPHIA, PA.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. III.

NEW YORK, AUGUST 20, 1890.

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## COLUMBUS, OHIO, NEWS-PAPERS.

Columbus, Ohio, is one of the coming cities of the United States, and in some respects is a remarkable place. It is said to be the second wealthiest city *per capita* in the country, and the new census shows a large increase in population, somewhat in excess of 90,000 as against 52,000 for 1880. Columbus is the State capital and is 120 miles distant from Cincinnati. It is a great manufacturing city, and is not far from the great coal and iron fields of the State.

The claim is made for Columbus that it has more newspapers in proportion to its size than any other city in the country. The journalistic field is pretty thoroughly covered by four daily papers, two with Sunday editions and all with weekly editions. There are five papers published on Sunday only, making seven Sunday sheets in all. Published in the interest of German residents are two weeklies, one tri-weekly and one Sunday paper. There are eight distinct weekly papers, and in addition there are monthly publications representing the interests of two colleges, two for the I. O. O. F., one Knights of Pythias, one Masonic, one medical and one poultry paper.

Among the dailies, the *Ohio State Journal* is credited with the largest circulation by the American Newspaper Directory. It is the oldest paper in the city, having been established in 1811, and having always occupied a prominent position. In 1887 it branched out with the full Associated Press reports and assumed metropolitan proportions. Its Sunday edition, which consists of sixteen pages, is a new venture. Its weekly has a general circulation, credited with being in excess of 22,500, which reaches people throughout Ohio as well as in adjoining States.

In the afternoon field, the *Evening Dispatch* is an important factor. It

was enlarged to an eight-page paper in May of the present year, and is now printed on a Scott web press. It has been in existence for nearly twenty years, and has a large following in Columbus. Its average circulation for the past year is stated to have been 9,424. It has a weekly called the *Dollar Dispatch*, issued on Thursdays. W. D. Brickall & Co. are the publishers.

The *Daily Press* issues a morning edition, an evening edition and a weekly, all of which are credited with a circulation in excess of 7,500. The publishers are the Central Press Association, who also operate a stereotype business, furnishing out-of-town papers with a plate-news service. The paper has been in existence since 1827, and in politics is Democratic.

The *Press* has a new Democratic rival in the *Evening Post*, which was established December, 1888. It is undergoing the usual struggle of a new paper, but has made such a fight as to become well recognized in the newspaper field, and now receives a fair share of local patronage. The American Newspaper Directory gives its circulation in excess of 5,000.

In the German language are issued: *Der Westbote*, weekly and tri-weekly editions (Democratic), and *Der Sonntagsgast*, weekly and Sunday editions (Republican). *Der Sonntagsgast* announces a daily German paper for an early date. The *Catholic Columbian*, the *Columbus Record and Market Reporter*, the *Gospel Expositor*, *Ohio Waisenfreund*, and the *Saturday Toiler* are weekly publications.

Among the monthly publications are *City and Country*, *Columbus Medical Journal*, *Columbus Theological Magazine*, *Gemeinde Schule*, *Kinderlufi*, *Lutheran Child's Paper*, *The Lantern* (issued by students at the Ohio State University), *Lutherische Kirchenzeitung*, *Masonic Chronicle*, *Odd Fellows' Companion*, *Bundle of*

*Sticks, Railroad and Buyer's Guide, The Theologische Zeitblatter, The Rural Call, The Modern Office, and The Knight.*

FREE ADVERTISING.

Happy is the man who, through some whim of fortune, has his wares gratuitously advertised in the news columns of the great papers, and thus gains the benefit of the most effective kind of an advertisement, yet without any expenditure on his part. The big newspapers are, as a rule, very careful about inserting any matter not regularly paid for that would be likely to benefit a business man. Occasionally this anxiety to avoid free advertising is carried so far as to interfere materially with the news character of the article. But the necessity for such precaution will be admitted by every one.

The shrewd advertiser is also able, occasionally, to turn some public event to his own advantage, as is here described by the gossip writer of the *New York Press*: "In Cortlandt street, just off Broadway, on Saturday afternoon, I noticed a crowd of men pushing and jostling each other in front of a book store which always has a large display of cheap literature on stands outside the door. As I approached nearer I could see that the struggle was to secure copies of a book in light green paper covers, which I instantly recognized as Count Tolstoi's famous 'Kreutzer Sonata,' which has just been prohibited from the mails. There were placards above a pile of the books on the table, reading in big letters, 'Tolstoi's Suppressed Book,' and 'Wanamaker's Scourge,' and similar phrases to indicate the recent action of the Post Office Department. Then, on two large sheets of cardboard were pasted all the clippings from the *New York* papers referring to the book and the post-office order. There were twenty-five or thirty men struggling to get books when I sighted the crowd. It kept the same size by new additions as satisfied purchasers dropped out as long as I was in sight of it. A shopkeeper next door, with whom I was acquainted, told me that the crowd had been about the same for five or six hours, and that he understood that over a thousand books had been sold through the day."

In the advertising columns of the same paper appeared an announcement

which would seem to show that the publisher is as ready as the bookseller to avail himself of the peculiar condition of the public mind and the free advertisement involuntarily given him by the Government. From this the following paragraph is extracted:

Remember! it is the Unexpurgated Edition, translated and published by Benj. R. Tucker, which has been condemned by John Wanamaker as unfit for circulation in the mails. BUY NO OTHER!

TENTH EDITION NOW READY.  
SELLING A THOUSAND COPIES A DAY.

Thus is the philosopher justified in saying that the advertising columns of the modern newspaper reflect human nature in all of its varied phases.

A TYPE FOUNDER'S EXPERIENCE.

"Country newspaper men are not all cranks," said the head of a well-known type foundry. "I make the assertion because there is a large number of them who are. They are a curious set of people, after all. With much shrewdness, acquired by their calling, they nevertheless retain much of their rural greenness. They are not a bad lot, though, and some of them are our best customers."

"Do they act as green as the average countryman when they come to Chicago?"

"Oh, no; not all of them. You see their very business makes them keep abreast of the times, and then nearly every type foundry sends out monthly catalogues, and in that manner they keep posted on what the latest styles and improvements are. They regard those catalogues as a priest does the Bible, believing everything in them, and expecting us to make them prices that would soon cause the sheriff to put a padlock in the door if we yielded."

"Once in a while some one of them will come in and want to exchange an old press in part payment for a new one. It is simply ridiculous the value they set upon the old press. According to their statement it is a priceless gem in the way of a printing press. They are so used to haggling over prices in their own small burg, and so thoroughly impressed with the idea that they are great men, that it is something painful to talk to them. I'll admit that they may be great men at home, but in Chicago, at least, their greatness is obscured and they cut but

a sorry figure. I remember there was a country editor who called on us, and left what he considered a very princely order. He was from Nebraska, and was just starting in business. He bought goods to the amount of \$1,500, and then startled us by gravely announcing that he would wait until they were done up and shipped. I explained to him that the goods would not be ready that afternoon, but he replied he would wait until they were. And he did. I had the men work as fast as possible, but was unable to get everything ready, and so he stayed there all night. The book-keeper made him up a bed in the office, and there he slept all night. In his mind it was the only safe course; but I tell you it made me feel as if our credit wasn't quite so well established after all.

"The thing that we have to be continually on the lookout for is wrong orders. We have a clerk whose sole business is to look after the orders and correct mistakes. You have no idea how irregular and vague some of the orders are. And the country publisher feels aggrieved if you don't give him just what he intended to order. The clerk whose duty it is to decipher the orders often finds life a burden, and when an angry letter is sent to the firm by some irate editor it increases his woes.

"But the worst of all is when a country gentleman, or school teacher, or lawyer feels it incumbent upon himself to start a newspaper. His mind is teeming with great thoughts that he feels should be given utterance, and he inflicts his crude ideas upon suffering humanity. He hires a practical printer for foreman, and that individual gives him a list of what should be purchased. He then comes to the type foundry, and in a most business-like manner, as he thinks, proceeds to call for what he has been instructed to buy. He only knows what is on his list, and is soon at sea when we commence to show him the various kinds of type. As a general thing he doesn't know an 'em, quad from a rule. Why, one of this class walked in here a few days ago and demanded a dozen 'gawk' pins. I couldn't think what he wanted, and asked him again.

"'A dozen gawk pins,' he repeated in a pompous manner.

"I was still unable to understand him, but I finally made out that he wanted gauge pins."—*Chicago News*.

#### ADVERTISING REAL ESTATE.

Much ingenuity is being exercised nowadays in the way of advertising real estate, particularly suburban property. Flaming banners, inspiring music, free transportation, and free refreshments are some of the devices resorted to by enterprising real-estate agents. Their newspaper announcements exhibit in construction a similar spirit of enterprise. Here, for example, is an advertisement put out by Jere. Johnson, Jr., whose familiar "flag, protected by decision of Supreme Court," has appeared over a great many advertisements worthy of notice:

#### CALL ME

Early, mother, call me early, mother dear, for Aug. 1 will be to me the happiest of the year!

I'm going to that fine property adjoining

#### DUNTON

See! And for \$100 buy a lot for you and me! In 30 minutes I'll get there on rapid transit trains. I'll spend \$100 and reap from it great gains.

For cash or monthly payments we there can own a site. The title will be guaranteed and everything all right! So wake and call me early, call me early from my nap. I'll double all my money on this sure and softest snap.

Free railroad tickets sent to all who want to go and buy! A small deposit, that will do, so go and don't be shy!

JERE. JOHNSON, Jr., 66 Liberty St., New York; 393 Fulton St., Brooklyn.

Evidently Mr. Johnson is a reader of *PRINTERS' INK*, for one of his more recent advertisements is headed in display type by Lieut.-Governor Jones' opinion as to the chief essentials of a successful advertisement which originally appeared in this paper. "Truth attractively expressed pays," he quotes, and then adds, "That's my experience exactly."

A PAPER which has no policy, which is edited by everybody who happens to drop in from the street, says the Florida *Times-Union*, must of necessity make big blunders, and continually be the laughing-stock of the public.

MANY places in the South, which were almost unknown a few months ago, have been advertised so advantageously, that millions of dollars of Northern capital have been attracted thereby.—*Kingfield (Me.) Reporter*.

## LARGE VS. SMALL PAPERS.

Credit for the following article on the comparative advertising value of the metropolitan and country weekly is due the Toronto (Ont.) *Money Maker*. The writer is asserted to be the representative of one of the most successful and extensive advertisers in Canada:

"The statement is often made that by using a select list of the large city weeklies, it is possible to reach every home worth reaching, in a given district, better than by using the local papers throughout the same territory. So many considerations affect this theory that it cannot be held as true except to a measurable and limited extent. I take it that the value of a metropolitan weekly to a farmer, for instance, lies in its superior selection of important general news, its market reports from leading centers, and its political matter, while that of a country weekly is dependent upon its local market report, local news and local political and municipal matters. It is thus apparent that each has its distinct field of usefulness, and it must be admitted that the interest attaching to the local paper is fully equal to that of the outside medium. From the extent to which the clubbing system is carried, it may reasonably be argued that the great majority of the people outside of the large centers take in their local paper and one or more of the large weeklies. Now it is certain that local merchants would not advertise in their local paper unless it paid to do so; and it is equally certain that if the local man's advertisement is read, the other advertisements will receive their share of attention. It cannot therefore be denied that, copy for copy, an advertisement in a local paper is equivalent in value to one in a large city weekly, the preference, if any, being rather with the local sheet. The question then narrows down to one of relative cost, and in this the local weeklies show to far greater advantage than the high-priced and expensively printed large weeklies. As a fair comparison, space in a good class city weekly, of say 20,000 actual circulation, is not usually sold at less than ten cents per line or one-half cent per line per 1,000, while the same space can be purchased in twenty local weeklies of 1,000 average actual circulation at an average price of one-third cent per line per 1,000, showing a difference of thirty-three and one-third per cent. in favor of the

local weekly, and this without taking into consideration that the city papers use agate measure, while the country journals use nonpareil as a rule, making another difference of sixteen and two-thirds per cent. in favor of the country weekly. In addition to this not inconsiderable difference in price, there is another important factor which is frequently overlooked, and which, as a rule, tells largely in favor of the local weeklies. In any important line of manufacture there are usually several competing brands offered to the public. As an instance, take soap and soap compounds. In the large weeklies advertisements of the leading brands will often be found in the same issue, all claiming to do the same thing, and to do it better than any other. The reader learns that Giles Girline is the best, most economical and cheapest; in another column he is informed that there is nothing equal to Moonlight Soap, and cautioned against substitutes and imitations; turning over a leaf, he finds that notwithstanding the emphatic statements regarding the other brands, it would be rash to use anything but Horses Bottled Soap, which cannot be excelled in any way. Thus one advertisement counteracts the good effect of the other, and all are depreciated in value simply by being brought into unnecessary comparison with each other, and the advertiser is deprived of part of the benefit which should arise from his advertisement. In a local weekly, on the contrary, there is rarely more than one brand represented, and the advertisement stands alone and uncontested, carrying conviction to the reader and profit to the advertiser, having only to compete against the advertisements of the country merchant and tradesman instead of the cleverly worded and excellently displayed announcements of rival articles. The statement that the large weeklies reach the wealthier and well-to-do classes, who have greater purchasing power than the average of subscribers to local papers, is also urged as a reason for using the large weeklies to the exclusion of the country papers. Even if this were true (which is far from proven) it should carry little weight, for if we except pianos and a few other high-priced luxuries, the majority of advertised articles are placed before the people because they effect a saving or economy of some kind, and are thus

entitled to use, and to the wealthy this does not appeal so much as to the poorer classes, who form the great body of consumers, and to whose custom the manufacturer must look for the bulk of his sales."

FOR LOCAL ADVERTISERS.

It is a familiar saying that "a change is as good as a rest." As applied to advertising the saying might with advantage be altered to read, "Don't stop your advertisement when a particular vein runs out, but change it. It is no wonder that advertising is often unproductive, when the advertiser is content to let the most trite presentation of his business stand month after month without a change. The presumption is, that a man who says nothing new has nothing new to say. And a man who has nothing new to say must be a very dull man, or conduct a dull business. Even if the advertisement is not trite and commonplace, a change may be beneficial. In spite of the saying, one *can* have too much of a good thing. It is possible to wear a good story threadbare in the telling, until the tale that was wont to "set the table on a roar," is listened to with impatience and greeted with yawns. To paraphrase a well-known proverb, there are just as good advertisements in the brain as ever came out of it. The last great song is not sung, the last good story is not told, the last good advertisement is not written. True, we "cannot strike twelve every time." But as freshness and enthusiasm lend to youth a brightness that atones for lack of maturity in speech and action, so freshness and enthusiasm in an advertisement may often offset a lack of finish, and novelty atone for incompleteness.—*American Advertiser.*

THE advertisements are an important feature of every paper. The women, who are the financiers of every household, recognize this so thoroughly that they never think in these days of making any purchases without looking at the newspaper, to see where they can purchase the most cheaply.—*Ex.*

IN advertising you want to reach possible customers, not merely people.—*H. B. King & Bro.*

COMMENDATIONS.

LYON & HEALY, MUSIC DEALERS,  
CHICAGO, August 5, 1890.

*Editor of Printers' Ink:*

\* \* \* We don't want to miss any of the good points in your bright journal.

LYONS & HEALY.

THE NEWSDEALER.

W. E. PRICE, Publisher,

SAN FRANCISCO, CAL., Aug. 4, 1890.

*Editor of Printers' Ink:*

\* \* \* *Printers' Ink* is the only paper on earth I think worth reading, advertisements and all, every issue.

WARREN ELDRIDGE PRICE.

THE YOUNG IDEA,

BELVIDERE, ILL., Aug. 5, 1890.

*Editor of Printers' Ink:*

Let me add my testimonial to those you publish from week to week, as to the value of *Printers' Ink*. During the nine months that the paper has come to me, I have gained from its columns many good suggestions.

GRANT C. WHITNEY.

THE OSAGE CITY FREE PRESS.

OSAGE CITY, KAN., Aug. 2, 1890.

*Editor of Printers' Ink:*

*Printers' Ink* is the best little-big paper that comes to this office. I never miss a line in it. Have given it to advertisers often, when I am through with it, and it has been the means of inducing merchants to spend money themselves. D. J. ROBERTS, Ed. *Free Press.*

FRANKLIN PUTNAM,

Manufacturer and Dealer in Photographers' Supplies,

NEW YORK, Aug. 8, 1890.

*Editor of Printers' Ink:*

\* \* \* For nearly two years I have been fairly reeling in the good things published in *Printers' Ink*. Many and many a time, its contents were so seductive, I have neglected and left a large mail unopened till I have read and devoured its thought from beginning to end. FRANKLIN PUTNAM.

The *Item* gets a great many valuable hints from *Printers' Ink*, the smart, wideawake, interesting, instructive work published by Geo. P. Rowell & Co.—*Philadelphia Item.*

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

D DETROIT JOURNAL.

N. Y. Argosy, 114,000 w.

F FARMERS' CALL, Quincy, Ill.

L OTHROP MAGAZINES.—More below.

T HE WEATHERFORD (Texas) CONSTITUTION.

T HE NEW HAVEN REGISTER is a complete newspaper.

A RT OF PRINTING—PATENTS IN. See advertising pages.

T HE NEWS—Largest circulation in Kingston, Ont. Over 2,000 daily.

**T**HE NEW HAVEN REGISTER is the leading family paper of Connecticut.

**T**HE NEW HAVEN REGISTER circulates among a prosperous class of readers.

**T**HE MORNING NEWS, New Haven.—The largest morning circ'n in Connecticut.

**T**HE HOUSEHOLD PILOT, New Haven. Monthly circulation over 20,000 copies.

**T**HE MODERN QUEEN, New Haven. 16 pages. Monthly circulation over 50,000.

**Y**OUTH'S LEADER, New Haven, Ct. 12,000. M. 15 cents per line. Send for specimen.

**T**HE MONTHLY GUEST, Cooperstown, N. Y. Circ'n over 50,000. Rates 25c per line.

**T**HE NEW HAVEN REGISTER allows none but the best class of advertising in its columns.

**L**OTHROP MAGAZINES (THE), Boston.—**F**IVE of them. Every one good—some unsurpassed. Titles below.

**T**HE PITTSBURG DISPATCH, *vide* Geo. P. Rowell & Co., circulates between 50,000 and 75,000 copies each Sunday issue.

**S**AN FRANCISCO CALL, the best morning newspaper in California. Unequalled in circulation, character and influence.

**S**AN FRANCISCO BULLETIN—estab. 1855—**S** is the leading evening newspaper of California in circulation and influence. Try it.

**P**APER DEALERS.—**M.** Pimmer & Co., of 161 William St., New York, will fill any order for paper—from half a quire to thousand-ton lots.

**T**HE NEW HAVEN REGISTER has a long sustained circulation among a regular list of yearly subscribers, and the number is steadily increasing.

**T**HE HERALD, published at Halifax, Nova Scotia, is one of a "PREFERRED LIST" of newspapers recommended to advertisers by Geo. P. Rowell & Co.

**K**INGSTON, ONT.—No occupation for the "circulation liar" on THE BRITISH WHIG, for it still leads by several thousands each week any local rival.

**S**CIENCE, published at New York, N. Y., is one of a select list of journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium.

**A**DVERTISEMENTS received for leading American newspapers. Filed, kept three months for examination by advertisers. Address GEO. P. ROWELL & CO., New York.

**E**LECTROTYPE.—A large stock of electrotypes of engravings—embracing all subjects—at nominal prices. THE PRESS ENGRAVING CO., 88 and 90 Centre St., N. Y.

**T**HE LORD & THOMAS Religious News-paper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

**T**HE GAZETTE, published at New Milford, Conn., is one of a "PREFERRED LIST" of newspapers recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium.

**N**ATIONAL TRIBUNE is the only paper published at Washington, D. C., to which the American Newspaper Directory for 1890 accords a regular circulation exceeding 100,000 copies each issue.

**T**HE LEDGER, of Chicago Ill., is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

**T**HE MEDICAL BRIEF, published at St. Louis, Mo., is one of a select list of medical journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

**M**ORNING CALL, San Francisco, Cal., is one of the 45 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 35,000 and 50,000 copies each issue.

**P**OSTEN, published at Decorah, Iowa, is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

**T**HE AMERICAN ANALYST, of New York, is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate over 25,000 copies each issue. It goes to families.

**T**HE WEEKLY WITNESS, New York City, is one of the 43 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 50,000 and 75,000 copies each issue.

**F**ASHION AND FANCY, published at St. Louis, Mo., is one of a select list of house hold and fashion journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

**T**HE EVENING NEWS, Detroit, Mich., is one of the 10 daily publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 37,500 and 50,000 copies each issue.

**T**HE MEDICAL BRIEF, published at St. Louis, Mo., is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

**T**HE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

**T**HE CHRISTIAN ADVOCATE, New York City, is one of the 43 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 50,000 and 75,000 copies each issue.

**T**HE GUARDIAN ANGEL, published in Philadelphia, is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

**M**ORNING JOURNAL, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

**F**ARM AND HOME, published at Springfield, Mass., is one of the 27 publications in the United States that, according to a list published by Geo. P. Rowell & Co., have a regular average issue of more than 150,000 copies.

**T**HE NEW HAVEN REGISTER is the only paper in the State of Connecticut whose entire subscription list is paid in advance, which is the best proof that it is taken for its worth as a newspaper, and that its circulation is not forced.

**T**HE BRENNAM BANNER—Daily and Weekly. Only English paper published in Washington County, which contains a population of 35,000. Geo. P. Rowell & Co., Agents, New York. J. G. RANKIN, Proprietor, Brennam, Texas.

**T**HE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

**W**HENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount of \$1 to pay for a year's subscription to PRINTERS' INK. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory, a book of 1,124 pages, price \$2. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

TEXAS FARM AND RANCH, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern Office—22 Times Building, New York. J. C. BUSH, Manager.

THE ARGOSY, New York, a high grade, illustrated family weekly (32 pages), is one of 56 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. The average is 114,000. Advertising, 60 cents per line, with discounts for amounts.

LOTHROP MAGAZINES (THE), Boston—WIDE AWAKE, \$2.40 a year; BABYLON, \$2.40 a year; THE PANTRY, \$1 a year; OUR LITTLE MEN AND WOMEN, \$1 a year; C.Y.F. JOURNAL, \$1 a year. Send for samples and combination rates to Dr. LOTHROP CO., Boston. Always include them when getting estimates.

THE MEDICAL WORLD (Philadelphia) has a circulation larger than that of any other medical journal in the world. Its books, press rooms and binding rooms are open to inspection at any and all times. Shows all kinds of proof of circulation and invites comparison with any other medical journal.

CANANDAIGUA, N. Y.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list THE TIMES, Weekly, is named for Canandaigua.

ALTON, Illinois.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list THE TELEGRAPH, Daily and Weekly, is named for Alton.

ALBANY (N. Y.) DAILY PRESS & KNICKERBOCKER is one of the papers specially recommended in Geo. P. Rowell & Co.'s list of representative newspapers. The Daily and Sunday PRESS are recognized as the most popular family newspapers published at the Capital of the Empire State, being independent, newsworthy and reliable.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list THE BULLETIN, Daily and Weekly, is named for Norwich.

ADVERTISING IN GERMAN NEWSPAPERS throughout the United States and Canada, carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by GEO. P. ROWELL & CO., 10 Spruce St., New York City. A complete List of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

UNION AND ADVERTISER, Rochester, N. Y.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000:—*the newspaper in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* The Rochester (N. Y.) UNION is included in this list.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Give me the service you can do for me for \$5,000." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. GEO. P. ROWELL & CO., 10 Spruce St., New York.

JOURNAL AND COURIER, New Haven, Ct.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* The JOURNAL AND COURIER, of New Haven, is included in this list.

#### WANTS AND FOR SALE.

Advertisements under this head 25 cents a line

#### WANTED.

THE ADVERTISER desires to take charge of the Advertising Department of a large retail house. Address "ADVERTISER," Box 107, Pomeroy, Ohio.

WANTED—A position as Editor, to take charge of a country newspaper. Sober and industrious. Experience and good references. Address "A. H." PRINTERS' INK, N. Y.

WANTED—Business Manager, not too old, with brains, some money, and lots of "go" to join me in household journal, already established. Will pay before 1871, and can be made a second "Youth's Companion." H. F. care Hartnett, 54 N. 6th St., Phila.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

#### FOR SALE.

MARYLAND FARMER, Baltimore, Md. Easy terms. Rare opportunity.

IF YOU want to sell your newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-three words and add it, with a dollar bill, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

MORNING NEWSPAPER FOR SALE.—A First-class Metropolitan Daily Morning Newspaper, in growing Western city of near 200,000 inhabitants; good reason for selling; has telegraph franchise, good circulation, and advertising patronage. Grand opportunity for any enterprising capitalist. Address "H. B.," 66 Broadway, New York.

FOR SALE—Republican, 6 cols., quarto, and Job Printing Office, in Central Indiana; established 20 years; new steam press and new type; situated in natural gas belt; fine growing town of 2,200; two railways. Price, \$2,000. Terms easy. Address PUBLISHER, 139 North Meridian street, Indianapolis, Ind. Splendid chance for practical man with small capital.

SPEAK QUICK—If you want to purchase one of the best-selling, independent, Domestic weekly newspapers in Central Kentucky. Established in 1868 and has never changed ownership or management. First-class newspaper and job office, including a new power press, job presses, paper cutter, etc. Satisfactory reasons for selling. Paper and office, \$4,000; with office building and lot, \$6,000. For particulars, address, P. O. Box 33, Dallas, Texas.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS,  
Office: No. 10 Spruce St., New York.Issued every Wednesday. Subscription  
Price: Two Dollars a year in advance;  
single copies, Five Cents. No back numbers.  
Wholesale price, Three Dollars a hundred.ADVERTISEMENTS, agate measure, 25 cents  
a line; \$50 a page one-half page, \$25; one-  
fourth page, \$12.50. First or Last Page, \$100.  
Second Page, next to the Last Page, or Page  
first following reading matter, \$75. Double-  
column advertisements, occupying less than  
half a page, charged double price. Special  
Notices, two lines or more, charged at 25  
cents a line. Advertisements must be handed  
in one week before the day of publication.

NEW YORK, AUGUST 20, 1890.

No one who goes about with his eyes and ears open can doubt that the subject of advertising is of general interest. On the streets, in the cars and at public places everywhere one frequently hears people commenting upon the efforts of some brainy user of printers' ink. Let no advertiser imagine that the public does not appreciate merit or novelty when it takes the form of an advertisement.

Saving Time.—Employer (angrily): Why are you throwing those circulars on the sidewalk?

Bill Distributor—Why, boss, that's wot the people do that I give 'em to!—*Puck*.

It was originally intended to give the above item a place in PRINTERS' INK's humorous department; but while it may be a very good joke, it contains even a better moral and is fully worth all the conspicuousness that this position gives it.

GEO. E. BEDELL, a furniture dealer of Herkimer, N. Y., seems to be an unusually candid advertiser. He takes a space in the *Record* of that place, twelve inches long and three columns in width, in which the following announcement is given a conspicuous setting: "We are closing out our stock of platform rockers at above prices. It is a good-looking chair, but will not stand hard usage. Where parties are careful they are a very neat design. But we will sell them only for cash and will not repair or exchange." The evident honesty of the advertiser is only equaled by the eccentricity of his grammatical construction, and it is not surprising to learn that the announcement caused something of a sensation locally.

A FAC SIMILE of handwriting may occasionally be used with good effect in an advertisement. It has all the advantages of ordinary display besides giving a certain air of veracity which plain type is powerless to convey. Re-productions of testimonials, letters, etc., come in the same class.

AN advertisement which has doubtless been noticed and remarked by most of the readers of PRINTERS' INK ere this, is the "Musical Anecdote" put out by the Ivers & Pond Piano Company, of Boston, and which has lately made its appearance in most of the magazines. This advertisement is in the nature of a puzzle, and displays considerable ingenuity in construction. It will no doubt be cut out by many magazine readers and given to friends to puzzle over, thus gaining for the advertiser the desired conspicuousness.

EVERY advertising solicitor is familiar with the man who, when he has been convinced of the genuineness of a paper's circulation, falls back upon the argument, which he expresses somewhat in this way: "Well, your paper may have a large number of subscribers; but I don't believe they read the advertisements. What chance is there that my little card will be seen in among so many others of the same class?" It is convenient at such times for the solicitor to be able to produce such a letter as the following, which has been received by the publishers of PRINTERS' INK:

AMERICAN SWINEHERD,  
CHICAGO, Ill., August 7, 1890.  
Geo. P. Rowell & Co.:

\* \* \* This has been a very effective advertisement, bringing 61 letters. My columns are full, and cannot receive anything more for August. JAMES BAYNES,  
Publisher *American Swineherd*.

The advertisement referred to was a five-line "special notice" inserted one time, at a total cost of \$1.25.

IN the "Kings of Advertising Competition," just concluded by the Toronto *Mail*, the first place has been awarded to the proprietors of Pears' Soap. The judges of the contest were the readers of the paper, who sent in their votes on coupons for what they considered the most effective advertisement. It is interesting to observe the order in which the other contestants come in. This is as follows: Cleveland Baking Powder Co., Imperial

Granum Co., James Pyle & Son, H. H. Warner & Co., St. Croix Soap Co., I. S. Johnson & Co., T. Milburn & Co., Wells & Richardson, Oliver Ditson & Co., F. M. Lupton.

♦♦♦  
SUCCESSFUL SOLICITATION.

*Editor of PRINTERS' INK:*

As a reader of PRINTERS' INK and one who has always endeavored to fathom the why and wherefore of advertising values, there are some things as to the methods of advertising firms which I have failed to understand. Take for instance two mediums in the same district: one with a guaranteed circulation, which can be proved by paper and press bills, of at least four times its rival, charging its advertisers same rate, the one with the largest bona-fide circulation having the least amount of advertising receipts, notwithstanding that advertisers have been repeatedly informed verbally and by printed communications of the facts. At the same time advertisers will patronize programmes and other snide schemes with but little circulation. If truth is mighty and will prevail, facts should tell.

A PUZZLED ONE.

The considerations that influence an advertiser to give one medium a preference over another are various. It is apparent that the writer of the letter printed above has some particular instance in mind, and it is equally evident that he has failed to set forth all the facts in the case. Generally speaking, where a paper succeeds in gaining a larger amount of advertising than a rival sheet offering equal inducements to advertisers, the result may be set down as due to more intelligent solicitation. Persistency is not the only element of success in soliciting advertising. A man who goes about it in an injudicious way, will often so disgust and annoy an advertising manager as to render his prospects for getting the business poorer than if he had never put in an appearance. Then again, advertisers have their preferences just the same as any other class of business men. They may sometimes choose to trade with one man and not with another because the former gives them better service, protects them in their transactions, and is known to be a straightforward, square-dealing business man. It is natural to avoid dealing with the man who only waits for the opportunity to take advantage of his customer, even though the bargains he offers are seemingly more tempting. But perhaps the most probable explanation of the case, as stated by "A Puzzled One," is in the matter of rates. Although the nominal rates of both papers are the same, it is altogether likely that the

paper having the largest patronage more than offsets matters by giving a large discount. Card rates are rarely lived up to, and one publisher cannot know to a certainty how much his rival may be under-bidding him. Then there are other matters which the wise advertiser will take into consideration, such as typographical appearance and character of circulation. An article for which the New York *Evening Post* would be a good medium might not bring forth a single response when advertised in the columns of the *Daily News*, and vice versa. Perhaps after all the case is not so puzzling as "A Puzzled One" seems to think it.—[Ed. PRINTERS' INK.]

♦♦♦  
"HASTE MAKES WASTE."

LAWRENCE, BUTLER & BENHAM,  
Importers, Jobbers and Retailers of Carpets  
and Curtains.

COLUMBUS, O., Aug. 8, 1893.

*Editor of PRINTERS' INK:*

Being a constant reader of PRINTERS' INK, and a great believer in its value to every advertiser, I was surprised to see one of our advertisements copied and commented on in your paper. The advertisement in question was hastily dashed off, while the editor of the *Newspaper* waited—something entirely contrary to my custom. The result is what always results from haste. I know "life is short," but I inclose you some of our advertisements as they have appeared in different papers. They are out of the usual run, and I would like to know what you think about them. As to whether they have paid or not, we will say: We had estimated the amount of business we expected to do in our first year; we are now five months old, and have sold within \$8,000 of our estimate for the year—in other words, we will sell \$90,000 more than we had any idea we could. This in the face of the fiercest competition from old houses. We have strictly adhered to the rule of *truthful* announcements, and feel sure that they always pay. Advertising has firmly established our business from the first day.

W. T. BENHAM, Manager Adv. Dep't.

It is only fair to add that the advertisements submitted by Mr. Benham are much superior to the one that was criticised in a former issue of PRINTERS' INK as being incomplete. These other announcements show care and thought in construction, and justify the favorable results which are said to have come through advertising. No merchant can hope to put out advertisements which shall be to him either creditable or profitable, unless he is willing to give them the same amount of time and attention that he would give to any other branch of his business in which the same amount of money was involved.—[Ed. PRINTERS' INK.]

## HOW DOCTORS ADVERTISE.

Our Eclectic, Homeopathic and Allopathic friends are terribly opposed to what they call an *advertising doctor*.

Webster in his dictionary tells us that to advertise is to make known your business, and we do not see how any physician can let the people know that he is a doctor unless he advertises in some way. Some do it by putting a sign on their office, and giving out cards, and in this small way let a few people know they are doctors. Others engage in more extensive advertising, by getting up a free dispensary for the cure of all or some special disease, and in this way seek notoriety by indirectly advertising themselves. Others organize hospitals, get up an influential board of managers, and in this way parade themselves and their practice before the public. Others organize medical colleges and advertise an army of adjuncts and specialists. In this way they obtain free advertisement.

Others publish medical journals, the principal portion of which is devoted to advertisement, and in this way gain notoriety. Others organize city, county and State medical societies, to parade their views before the public, and thus advertise their business.

Others organize medical boards for examining other doctors, thus bringing themselves into notoriety and advertising their business. Others get up banquets at their own expense, and thus gain free advertising through the secular press.

Others perform necessary or unnecessary surgical operation, and by slipping a "V" into the hands of the reporter advertise their business in a very extensive and cheap way.

Others join some popular club, church or society to advertise their business. Some will attend a popular church and be called out during the services, so that the congregation note the fact and advertise his business.

Others will hire a servant to rob his house, that the reporters may advertise his business.

Others will purchase a fine livery and turnout, and by means of a gorgeous display advertise their business.

Others will write some buncombe essay for a medical journal, and obtain ten or fifteen thousand extra copies to advertise their business.

Others get up some compound and get all the members of the medical col-

leges and prominent physicians to indorse it, and thus advertise their business.

While others come out with a straightforward advertisement in the newspapers and pay for it.

Now these are a few of the many ways of advertising, and the lady and gentleman doctors can take their choice.—*Exchange*.

## CANADIAN INGENUITY.

Mr. Hugh Cochrane, of the *Montreal Witness*, sends PRINTERS' INK the two advertisements which are given below, and which would seem to indicate that our friends across the border are not behind the rest of the advertising community in ingenuity, at least :

This may look like poetry, but  
It only demonstrates how easily  
The eye may be deceived. The ear is  
Sometimes deceived by the cry of  
Low prices; and, when it refers to  
Photos, the eye detects the bungling batch  
Only after you have parted with your  
Good stuff and had a holy show

Made of your features. If Kind  
Providence has bestowed facial comeliness  
Upon you, and you expect further favors  
From K. P., then permit Brown, the

Drayton Photo Artist, to embalm your  
Beauty in his Superior Cabinets before  
The "hens claws" settle around your eyes  
Thicker than snipe tracks in a mud flat.

THE FIRST.—We regret to have to chronicle the first boating accident of the season, which took place on Tuesday last. It appears that two men left here about 5 P. M. on the evening of that day, and when in the middle of the river a sudden squall struck their frail bark. They immediately put about and endeavored to reach the Canadian side, but owing to the sudden blow an oar was lost, so that all chance of gaining shore vanished. They were about to abandon hope when one of them discovered that he had on a pair of Jordan's cheap but serviceable boots, the best value in Prescott. Men's and boys' boots at prices that will astonish you. Call and see.

UNDER the head of curious advertisements, the following from a morning paper of recent date will take high rank :

Wanted—By a young man, room in private family where there is a young lady desirous of an escort to places of amusement. Address —, stating terms and locality.

This "young man" is doubtless sincere, and only lacks a little knowledge, perhaps, of the customs of the country. It would be interesting to note the number of replies received in answer to the accommodating spirit evinced in this card.—*Grocer and Country Merchant*.

## MODERN NEWSPAPER ILLUSTRATIONS.

For some time past we have been constrained to notice a habit that the leading newspapers of this city have fallen into, of filling their pages with illustrations that are rude and inartistic in construction, and imbecile in conception, as well might be expected from work so hastily executed. It would not surprise any one to find creations of this kind in the pages of the *Arizona Kicker*, or of any other crude product of Western civilization; but to see them becoming a feature of modern journalism fills one with concern for the welfare of the reading public. It is evident that the public has acquired a taste for this sort of thing, for otherwise a corps of dabblers and a quantity of elaborate machinery would not have been pressed into the service; but, like all tastes not prompted by natural needs, it may well be questioned whether the gratification of it is proving wholesome. It is quite certain that an appreciation of high art is not developed thereby, any more than listening to a hand-organ gives one a taste for grand opera.

This tendency, to our mind, seems to indicate what Mr. Darwin has called a reversion of species; for it will readily be seen by a casual glance at old drawings on stone, such as may be found in almost any museum, that these pictorial methods were resorted to in the early stages of human existence for the purpose of conveying and preserving ideas. In fact, every race of people, with the dawning of reason, resorted to some such means, and from this the evolution of the alphabet was but a step; yet, to-day, with all our boasted progress, we are forced to note a return to aboriginal usages.—*American Lithographer and Printer.*

THIRTY years ago the country paper that printed its Fourth of July number in red and blue ink was ridiculed by its city contemporaries. Now, the city daily has just caught on to the "country" idea, but it is not ridiculed by its rural contemporary. It deserves to be, however.—*Norristown (Pa.) Herald.*

Low Estimates.  
Careful Service.  
Reliable Dealing.

DODD'S Adv'g Agency, Boston  
265 Wash'n St.

**\$1.00** **Portraits**—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIAT'N, Columbus, O.

BELT DRESSING  
AND  
Leather Preservative.

Warranted to give satisfaction. It absolutely prevents a belt from slipping. Thoroughly preserves the leather and protects the elasticity of the belt. It will pay you to send for circular.

**JOS. DIXON CRUCIBLE CO.,**  
**JERSEY CITY, N. J.**

**AUSTRALIAN.** Australian contracts for advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm in Australia. All papers are filed at our bureau, and every advertisement is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.

A New Handy Binder for  
"Printers' Ink."

Opens flat, like a book, and when file is completed there is no need of rebinding.

Made in cloth-covered boards, with title stamped in gilt. Sent, post paid, on receipt of 60cts. Address the publishers,

**GEO. P. ROWELL & CO., 10 Spruce St., N. Y.**

THE ART OF PRINTING:  
Its Machines, Methods, Materials, Appliances, and Products;  
PATENTS relating thereto granted by the

United States up to 1890.

AN ANALYTICAL DIGEST INDEX of their subject-matter, and an Alphabetic List of their Patentees and their Patents. By L. M. E. COOKE, Principal Examiner in the U. S. Patent Office of the Classes of "Printing" and "Paper Manufactures."

Will be an 8vo. volume of about 500 pages. The only publication on the subject ever made is an indispensable hand-book for Printers, Investors, Patentees, Manufacturers, Lawyers, and Solicitors. Subscriptions solicited. Select trade illustrations for body of work, and appropriate advertisements for Appendix will be accepted. Address, at once, L. M. E. COOKE, Washington, D. C.

**SPENCERIAN  
STEEL PENS**

Are the Best

IT IS HIGHLY DESIRABLE TO TRY THEM.

Samples of the leading numbers will be sent FREE on receipt of return postage, 2 cents. The Spencerian Pen Co., 810 Broadway, New York.

It is said that forty-five million people live on farms, or in the open country, of these United States, and

**A Monthly, with a good, honest, healthy, happy class of readers, cannot fail to give satisfaction as an Advertising Medium. Aunt Minerva and her owl are one of the popular, taking features about**

**"COMFORT."**

The subscribers of "**COMFORT**" are all a band of jolly workers.

Read the experience of one subscriber, who received **175 letters** in a few weeks:

DEAR AUNT MINERVA—I take "Comfort," and like it very much. I am a jolly girl of 19, with blue eyes, round, dimpled chin and full of fun and gladness. I live in the country, and keep house for dear old Papa. Oh! I just love to cook, and bake pies, cakes, puddings and cookies, too. And oh! I am such a lover of flowers, music, birds, pets and all things beautiful. I would like to correspond with readers of "Comfort," who are between eighteen and twenty-five, and can write jolly, entertaining letters. Your fond and funny niece,

STASIA L. NOEL,  
Loretto, Pa.

The above was "classed" in with a solid page full of others. **And here is what it brought:**

DEAR AUNT MINERVA—Here I am again, to thank you a thousand times, over and over again, for your unbounded kindness in seeing fit to print my letter in the May issue. I have received **175 letters**, and they are still coming. Therefore, I beg the cousins to excuse me and not to be offended if they do not all receive replies, as it is really impossible for me to correspond with the above number. The letters are all from educated young ladies of refined tastes and intelligence. Dear Auntie, perhaps you would like to know more of me. I live on the top of the Alleghany Mountains, one hundred miles east of Pittsburgh, in one of the most healthful places in Pennsylvania, situated five miles from the famous Crescent Spring summer resort, noted for the beautiful natural scenery, refreshing and invigorating mountain air. I could go on for hours describing my surroundings, but I fear I have already taken up too much of your time and patience. Should any of the cousins desire any or all of the receipts, I will send to all who inclose stamp. Your jolly and affectionate niece,

STASIA L. NOEL,  
Loretto, Pa.

"**COMFORT**" is a genuine Home Paper. It cultivates the letter-writing faculty. The answers received by firms advertising in "**COMFORT**" show up big business also. Try it. Rates advance September 1. Address THE GANNETT & MORSE COMPANY, AUGUSTA, MAINE.



## American Newspaper Directory

FOR

**1890.**

Twenty-second Annual Volume.

Fourteen Hundred and Fifty-two Pages. Price, **FIVE DOLLARS.**

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the Names of all Papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable Tables and Classifications.

Sent to any address on receipt of price, by

**GEO. P. ROWELL & CO.,**

PUBLISHERS,

(Newspaper Advertising Bureau,  
10 Spruce St., New York.

## NEWSPAPER A BOOK —OF— ADVERTISING 256 Pages, Contains:

DAILY NEWSPAPERS IN NEW YORK CITY, with Advertising Rates.

DAILY NEWSPAPERS IN CITIES OF more than 150,000 population.

DAILY NEWSPAPERS IN CITIES OF more than 30,000 population.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE: the best one for an advertiser.

STATE COMBINATIONS IN WHICH ADVERTISEMENTS are inserted at half price.

A SMALL LIST TO ADVERTISE EVERY section of the country: a choice selection, made with great care, guided by long experience.

LARGEST CIRCULATIONS. A COMPLETE List of all papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING FOR experimenters.

BARGAINS IN ADVERTISING IN DAILY Newspapers in many cities and towns; offers peculiar inducements to some advertisers.

CLASS JOURNALS, AN EXTENSIVE List of the very best.

6,652 VILLAGE NEWSPAPERS—more than one-half of all the American Weeklies—in which advertisements are inserted for \$46.85 a line and appear in the whole lot.

Book sent to any address for

**THIRTY CENTS.**



*" 'Twas in the Newspaper and all the world now knows it."*

ESTABLISHED 1850.

# Portland

# Oregonian,

DAILY.

SUNDAY.

WEEKLY.

*"There is no parallel case in the United States of a single newspaper having an absolute monopoly of so large a field of circulation—about 1,000 miles square."*—E. V. SMALLEY.

*"In all America there is no other instance where so large and prosperous a field has for so long a time been monopolized by a single paper, in the face of every attempt at competition."*—GEO. P. ROWELL.

*"I was never so much impressed before with anything as I was with the greatness of the North West and its enormous possibilities."*—CYRUS W. FIELD.

Portland, Oregon, is the richest city in the world of its size. In proportion to population, now about 85,000, it also does the heaviest business. Its jobbing trade in 1886 amounted to \$50,000,000; in 1888, \$115,000,000. All lines lead to Portland. It has eight railroad lines in operation, five under construction, and also eight ocean lines and three river lines.

In 18 years there has never been a failure or even temporary suspension of a Portland wholesale or jobbing house or bank. No city on either hemisphere can make such a showing as this.

If an advertiser desires to cover the North Pacific field he can do it more thoroughly as well as more economically through the OREGONIAN than in any other way. It is a medium of tremendous power, commanding and creating in its influence, and never fails to give an advertiser results. Its rates are low and inflexibly adhered to.

## S. C. BECKWITH,

SOLE AGENT EAST OF THE ROCKY MOUNTAINS,  
509 THE ROOKERY,  
CHICAGO,  
48 TRIBUNE BUILDING,  
NEW YORK.

1881.  
Population 500.

1890.  
Population 30,000.

—AND THE—

## SPOKANE FALLS REVIEW,

DAILY, SUNDAY, WEEKLY.

THE LEADING NEWSPAPER OF THE NEW STATE, with  
exclusive control of the entire Eastern Washington field.

The past and present history of Spokane Falls has been marvelous; its future will be the wonder of Western civilization. Little more than a decade ago, where now the din of a modern city of 30,000 souls rises above the roar and rush of the stream, the red man hunted the wild beasts and fished the river. Nature has done everything for Spokane. A more beautiful or picturesque site could not be found. A certain writer says, "Spokane is the capital city of the inland empire, and, like a young empress, she sits upon her throne on each side of the snowy falls. Her empire spreads away from the river to the terraced hill tops on the west; over sunny, park-like vista to the north, and to the wild grandeur of the picturesque bluffs on the south; and east toward the sun kissed Cour d'Alenes."

### COLD FACTS.

Spokane is thoroughly metropolitan. More building is going on there to-day than in any city of its size in the country—solid blocks of granite, brick and iron, five and six stories high. Value of buildings now being erected, \$5,000,000; forty miles of cable, electric and street cars in operation; fine water works; nine railroad lines in operation (none in 1880); 700 miles new railroad building, to cost \$12,000,000. Tributary mining districts produced \$8,000,000 in 1888, and are producing one-third more this year. Banking capital and deposits have doubled in two years, so has assessed valuation of property. Available power of the Spokane River, 30,000 horse-power, or greater than that at Minneapolis. Over 600 business-houses and enterprises show a trade amounting to \$12,000,000. Wholesale business is in its infancy, yet there is a large trade carried on with the Palouse Valley, the Big Bend country and the tributary mining region.

THE REVIEW came early and came to stay. It is now in the eighth year of its existence; owns and controls both the Associated and United Press franchises, which guarantee to them exclusively the news of these two great institutions. Typographically the paper compares favorably with the best in the land, being printed from stereotyped plates on a perfecting press. It is the recognized exponent of all the best interests of Spokane and the vast country tributary to it, and enjoys the confidence of a strong and increasing constituency. Spokane is equi-distant from Helena and Puget Sound, being 500 miles from each, and THE REVIEW is without a peer or competitor in the special field which it covers completely.

Foreign Advertising Department, S. C. BECKWITH, Manager,  
48 Tribune Building, New York. 509 The Rookery, Chicago



# The Post Intelligencer, SEATTLE, Washington.

THE POST INTELLIGENCER  
covers a valuable field, being the leading paper, and reaching every City and Town of prominence in the State.

#### CIRCULATION.

DAILY,	-	-	-	10,000
SUNDAY,	-	-	-	10,500
WEEKLY,	-	-	-	12,000

A. FRANK RICHARDSON,  
SPECIAL EASTERN AGENT,  
13, 14 & 15 Tribune Building,  
NEW YORK.

317 Chamber of Commerce,  
CHICAGO.

# TO PRINTERS.

If you are in need of

## —Printing Inks—

of any grade or color,  
before ordering else-  
where, send to the

**W. D. Wilson Printing Ink Co. (L'd),**

140 William St., New York,

*For Special Prices and Discounts.*

They are in a position to offer better in-  
ducements than others.

They are noted for the excellent quality of their goods, and  
their promptness in filling orders. All orders received before  
12 M. are filled on the same day, unless for Inks of special  
manufacture, which take one day longer.

## —The Cut Inks—

Manufactured by this Company are, without  
exception, the finest in the market.

For printed specimens, see *The New York Clipper*,  
printed with our 25-cent Ink, *New York Life*,  
printed with our Fine Cut Ink, and *D. Appleton & Co.*'s  
publications, printed with our Extra Fine Coated Paper Cut Ink.

ADDRESS

**W. D. Wilson  
Printing Ink Co.  
(Limited),**



140 William St.,  
NEW YORK.

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# Our Country Home, NEW YORK.

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WE GUARANTEE THAT

## Our Country Home

Has a paid-in-advance Subscription List of

**MORE THAN 100,000.**

We prove our circulation by affidavits, or by postage receipts. We will accept good business, either direct or through any responsible advertising agency, subject to proof of above circulation, or make no charge.

---

## Our Country Home

Is published monthly, and is to-day recognized as one of the **Leading  
Rural Home Journals of America!**

*Each number consists of Sixteen to Twenty-four Pages,  
handsomely illustrated and well printed.*

---

### ADVERTISING RATES.

Ordinary Advertisements.....60 Cents per Agate Line.

### DISCOUNTS.

3 Months.....	5 per cent.
6 Months.....	10 per cent.
12 Months.....	15 per cent.

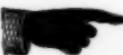
Send **COPY** and **ORDER AT ONCE** for **NEXT** issue.

---

**OUR COUNTRY HOME PUBLISHING CO.,**  
**88 Fulton St., New York.**

# Enough to Say

Just now, in the middle of  
August,

About these Papers 

All Weeklies      Different Denominations

Each a Leader      Don't Duplicate Circulations

Long Published      Have Confidence of Readers

Sunday School Times.

PHILADELPHIA.

Presbyterian.

Lutheran Observer.

National Baptist.

Christian Standard.

Presbyterian Journal.

Ref'd Church Messenger.

Episcopal Recorder.

Christian Instructor.

Christian Statesman.

Christian Recorder.

Lutheran.

BALTIMORE.

Baltimore Baptist.

Episcopal Methodist.

They reach every week

Over 260,000 Families!



*All or some of the papers should be on your list. They have PAID others.  
Why not You?*

The Religious Press Association

Without Duplication Of Circulation  
HOME JOURNALS 14 BEST WEEKLIES  
Every Week  
Over 260,000 Copies  
Religious Press Association Phila

Chestnut & Tenth Sts.,  
PHILADELPHIA, PA.  
(Mutual Life Building.)

## Miscellanies.

"Will you renounce," the minister said,  
As the editor gave him his hand,  
"The world, the flesh and the devil,  
And make for the promised land?"  
But the editor's face grew thoughtful  
As he dreamed of a printer's bill,  
And he said: "No, I can't afford it—  
I must stick to the 'devil's' still!"  
—*Atlanta Constitution.*

There's a new newspaper in Kansas  
called *Hans and Eggs*. It should never appear  
so often than once a week.—*Washington Star.* Published every Friday probably.—*Boston Bulletin.*

Poet—I'd like to write for your paper, sir.

Editor—Oh, you needn't go to that trouble. Just leave \$1, the subscription price, and we'll send it to you.—*Goshen (Ind.) News.*

Correspondence Editor—Here's a fellow who wants to know how he can acquire a flow of language. What shall I say to him?

Snake Editor—Ask him if he ever tried stepping on a tack with his bare feet.—*Light.*

First Sensational Editor—Don't you know that what you published about me the other day was an infernal lie?

Second ditto—Why, of course it was. You don't suppose you have a monopoly of lying in your paper, do you?—*Puck.*

A country editor in New York tunes his lyre and bursts forth into song with the following result: "Oh! the clothes press is a swell affair for garments nice and neat; the hay press is a grand machine and does its work complete; the cider press is lovely with its juices red and sweet; but the printing press controls the world and gets there with both feet!"—*Canadian Bookseller.*

Patron (to editor of religious paper)—I'd like to put an advertisement in your paper, but I haven't the cash to pay for it just now.

Editor (haughtily)—Then I must decline to accept it, sir. We never give credit.

Patron (taking his departure)—I might have known that. I've often noticed the selections you steal from other papers.—*Brooklyn Life.*

When a certain editor somewhere (don't ask where) was trying his unlevel best to explain that a certain exposure would not have been wrung from him if he had been treated with any sort of decency, the champion proofreader, dwelling in the upper ether where fine inspirations float, made the poor fellow say: "Had we been created half decent?" Notice of interment to follow.—*N. Y. Tribune.*

One Author Avenged.—Great Publisher: Ha! I see De Writer is dead. Haven't we a manuscript of his?

Assistant (looking over the records)—Yes, sir; here is one accepted and paid for years ago.

Publisher—Good. Get it ready for publication at once, with a sketch of his life, and—

Assistant—But—but, wait. My! my! I'm afraid this has been kept too long. It is entitled: "The Comforts of the Modern Horse Cars."—*Light.*

It Is So.—"Does advertising pay?" asked a friend of the busy editor.

"It may," replied the sage, folding a number of bills, "but the advertisers don't always."—*Lawrence (Mass.) America.*

"Poor fellow! But why did you reject him in such a summary way?"

"Well, he's the editor of that *Moonshine Magazine*, and rejected one of my poems once. I just thought I'd let him know that two can play at that game."—*Life.*

Old Lady—I am so delighted to find you reading the *Mail and Express*, for I am sure, with such a paper as a guide, your thoughts will be led to higher things. What is that verse you just read to your friend?

Nephew—I'll read it again, aunt: "Welch will pitch to-day against the Hoosiers. Make it four straight, Jim."—*Good News.*

Editorial from a New York daily: "It is to be hoped that for their own sake, as well as that of the country, the people of Louisiana will put an effective veto upon the pernicious system that is condemned by the moral sentiment of every civilized community, and is branded as a crime by the laws of every other State in the Union. The result of the last drawing will be found in our advertising columns."—*Norristown Herald.*

Money No Object.—Old Gentleman: I want to stop my paper.

Country Editor—What's the matter?

Old Gentleman—Well, I don't like the way you treat the tariff question.

Country Editor—And do you suppose that I will permit you to stop your paper on that account? No, sir, I'll stop my tariff articles first. I don't care for the \$1 1/2 a year; but I'm determined to please my patrons if I can.—*Ex.*

Another Branch of the Profession.—Stranger: Ah! If I mistake not, this is Mr. Thinkard, the editorial writer of the *Morning Moulder.*

Mr. Thinkard—Yes, that is my name.

Stranger—Well, I'm glad to meet a fellow journalist.

Mr. Thinkard—I fail to recognize you, sir.

Stranger—Indeed! Why, I'm the fellow that writes patent-medicine testimonials for the Great Western Medical Company.—*Light.*

Winks—I learn that my old friend, Minks, editor of the *Daily Clarion*, was found dead in his office this morning. Foul play is suspected.

Jinks—Had he been making many enemies lately?

Winks—No, none at all. He had stopped all sensationalism and was printing a pure, modest, highly moral family paper.

Jinks—Then he has not been murdered. He has simply starved to death.—*Life.*

New Cure for Insomnia.—Editor's Wife: Shall I read you to sleep to-night, dear?

Editor—Yes; if you please. My editorials in yesterday's papers are just suited to the purpose.

E. W.—Which will you have, "Disaster and Disgrace," or "By Fire and Sword"?

Ed.—The very titles make me drowsy; but the one beginning with "The Culmination of National Calamity Has Arrived" is the best. (Snored peacefully at the end of the third paragraph.)—*Puck.*